

5'-CCCGGGGGTCCTGGAAGCCACAAGGTAAACACAACACATCCCCCTCCTTGACTATGCAATTTTACTA
 GAGGATGTGGTGGGAAAACCATTATTTGATATTAACAAATAGGCTTGGGATGGAGTAGGATGCAAGCT
 CCCAGGAAAGTTTAAGATAAAACCTGAGACTTAAAAGGGTGTTAAGAGTGGCAGCCTAGGGAATTTATC
 CCGGACTCCGGGGGAGGGGGCAGAGTCACCAGCCTCTGCATTTAGGGATTCTCCGAGGAAAAGTGTGAGA
^{AP-2}
 ACGGCTGCAGGCAACCCAGGCGTCCCGGCGCTAGGAGGGACGACCCAGGCCTGCGCGAAGAGAGGGAGAA
 AGTGAAGCTGGGAGTTGCCGACTCCAGACTTCGTTGGAATGCAGTTGGAGGGGGCGAGCTGGGAGCGCG
 CCAAT box ^{Ets TATA}
 CTGCTCCCAATCACAGGAGAAGGAGGAGGTGGAGGAGGAGGGCTGCTTGAGGAAGTATAAGAATGAAGT
 TGTGAAGCTGAGATTCCCCTCCATTGGGACCGGAGAAACCAGGGGAGCCCCCGGGCAGCCGCGCGCCCC
^{Δ+1}
 TTCCACGGGGCCCTTTACTGCGCCGCGCGCCCGGCCCCCACC-3' (SEQ ID NO: 1)

HER2/neu Promoter Elements

TATA: TBP/TFIID

Ets: ESX, perhaps also PEA3,ERM

CCAAT box: NF-Y (also called CP1, CBF, EFI)

Fig. 1A

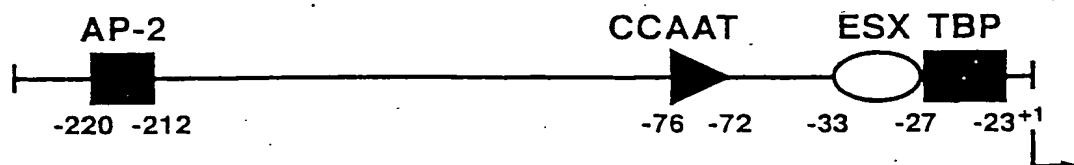


Fig. 1B

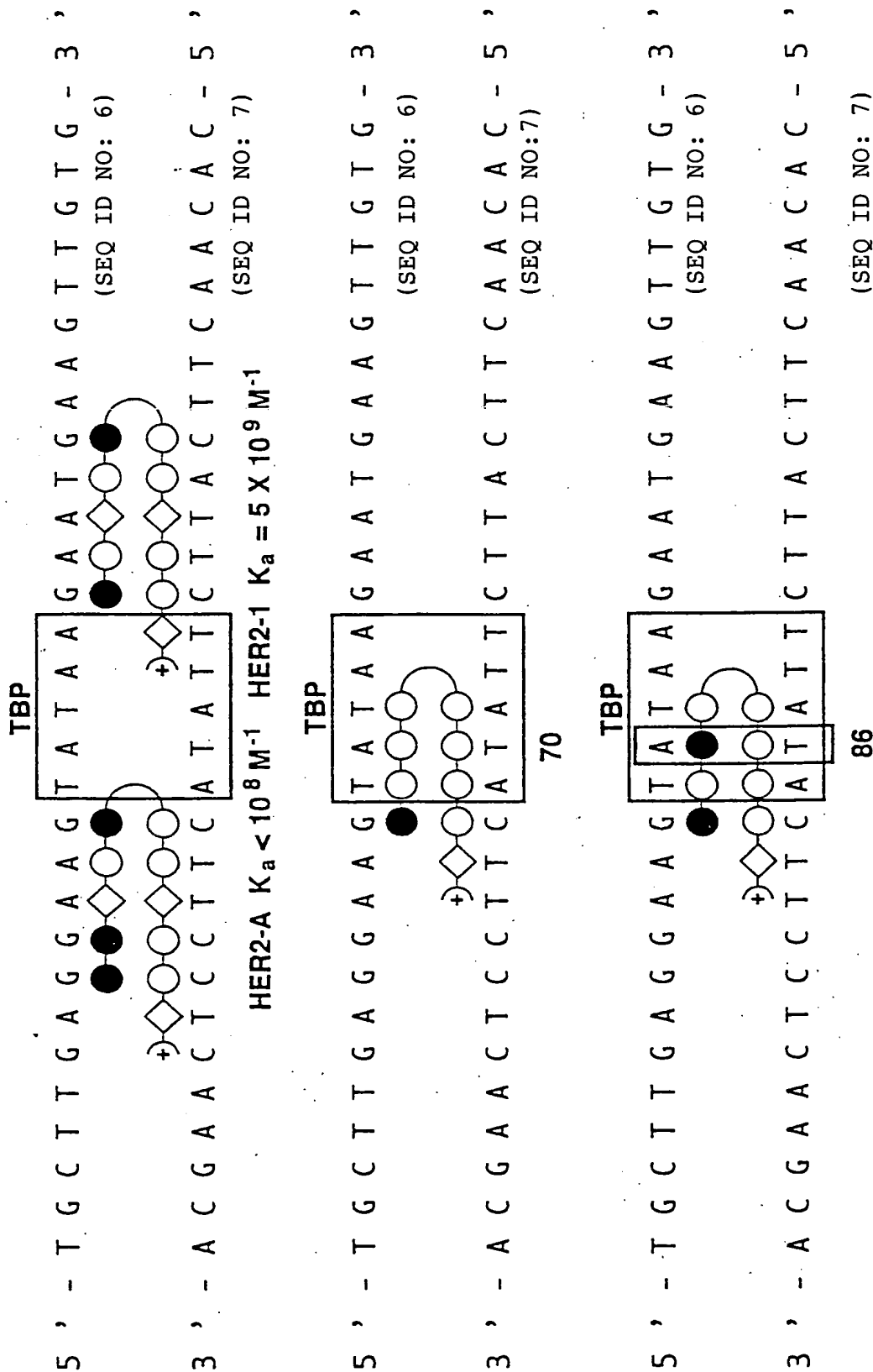


Fig. 3